

Proposed Social Media Policy for approval of Board

Athletes experience increased exposure to social media and it is important for athletes, coaches and all members of WYSI to know how to act within a social media and virtual environment. The Social Media Policy will provide guidance on the following and should be read in conjunction with the USA Swimming Safe Sport Electronic Communications Policy and Minor Athlete Abuse Prevention Policy.

1. Definition of social media and approved platforms

Social Media will include the following approved platforms: Facebook, Instagram, and TikTok. Additional platforms may be approved or removed by the Admin Vice Chair. A list of all WYSI approved platforms shall be kept on the WYSI website with links to the official pages.

2. Role of Administrator / Athlete Representatives and monitoring of posts

Social Media Administrator

A Social Media Administrator appointed by the Governance Committee will be responsible for the maintenance and oversight of all WYSI Social Media platforms. Community guidelines for WYSI social media must be shared with followers on each platform. The Administrator will monitor comments, messages, and overall account activity to ensure compliance with guidelines. The Administrator has the authority to remove any content which he or she deems to be against guidelines set in this policy. The Administrator will provide guidance on what is permissible and resolve any questions on permissibility.

The Admin Vice Chair will have access to all social media platforms as an additional Administrator, with all Administrator privileges outlined above.

The name and contact information of the current Administrator shall be kept on the WYSI website.

Athlete Representative Social Media Managers

Two Athlete Representatives shall act as Social Media Managers for WYSI social media accounts across all platforms. One Athlete Representative shall be appointed as the WYSI Social Media Manager, who will be the primary individual in charge of all WYSI social media accounts. A second Athlete Representative shall be appointed as the WYSI Assistant Social Media Manager, who will be a secondary individual responsible for assisting in the management of all WYSI social media accounts. The Administrator must keep a log of who has been appointed as Athlete Representative Social Media Managers and new appointments must be approved by the Administrator.

The Athlete Representative Social Media Managers will be nominated by the chair of the Athlete Committee. Following the Social Media Administrator's approval of the nominations, the Social Media Managers shall be voted into these positions by a majority vote of the Athlete Committee.

The names of the current Social Media Managers shall be kept on the WYSI website.

3. Types of Social Media activity

The following are some of the various actions possible within a Social Media environment. For all actions taken through official WYSI social media accounts, the person(s) acting must follow the master guidelines (item 4) and refer to the decision tree (item 5) in all instances. Only the non-athlete Administrator(s) and athlete Social Media Managers shall be permitted to access or take any actions on WYSI social media accounts.

Posting / Content Creation: Any creation of photos, videos, or other content posted to an official WYSI social media account.

Commenting: Commenting involves use of a WYSI account to respond to other posts or engage in public conversations in comment sections.

Direct Messaging: Direct Messaging (DM) refers to all forms of private communication between a WYSI account and another account. Direct messaging shall not be used by official WYSI accounts.

Tagging: Tagging refers to a WYSI account identifying another account, individual, or organization to increase visibility and engagement.

Sharing: Sharing or reposting refers to a WYSI account amplifying content from another account by sharing it with WYSI followers.

Liking, Disliking, and Reacting: This refers to the use of a WYSI account to like or react to another account's content. Disliking shall not be used by official WYSI accounts. Likes and reactions shall only be permitted on positive content relating to swimming.

Following: Following refers to connecting WYSI's account with other accounts to receive updates and demonstrate affiliation or support. WYSI accounts shall only follow accounts relating to swimming. If a followed account begins to engage in content violating the master guidelines, WYSI must unfollow the account in question as soon as possible.

Live Streaming: Real-time video where a WYSI account is sharing something live through features like live streams, stories, and reels.

4. Master Guidelines

Posts containing the following will not be allowed to be published on any Approved Platforms:

- *obscene language, images or words of a sexual nature or nudity*
- *opinions or perceived opinions of a racial, homophobic, sexist or political nature*
- *language or action pertaining to or inciting violence of any nature*

Posts shall not portray any athlete/non-athlete/coach/team member in an inappropriate manner or bring that person under unnecessary scrutiny, criticism or cause adverse consequences for the persons included in the post. Posts shall not bring Wyoming Swimming into disrepute.

These guidelines apply equally to all athletes, non-athletes, coaches, members and parents affiliated with WYSI.

5. Use of Decision Tree

The following Decision Tree is based on the above Master Guidelines. This Tree must be used for all Actions on Approved Platforms to ascertain whether the contents are permissible and appropriate. If the Decision Tree does not provide sufficient guidance or is unclear, the Administrator should be approached and will have final decision making authority.

DECISION TREE

For all questions this is the key to use:

NO: Go to the next question

YES: Do not post to social media

NOT SURE: speak to your Administrator

Questions:

1. Does the post contain obscene language, images or words of a sexual nature or nudity?
2. Does the post contain any opinions or perceived opinions of a racial, homophobic, sexist, or political nature?
3. Does the post purport to or elicit violence of any nature?
4. Does the post expose or portray any athlete/coach/team member in an inappropriate manner?

5. Would the content posted about athletes/coaches/team members bring that person under unnecessary scrutiny, criticism or cause adverse consequences for the persons included in the post?
6. Does the post bring Wyoming Swimming into disrepute?

6. Privacy and Consent

All Privacy and Consent rules agreed to upon club registration with WYSI will equally apply to Social Media and by agreeing to WYSI Privacy and Consent rules at registration, athletes, coaches and members agree to be included in Social Media posts, pictures and articles from time to time on the Approved Platforms of WYSI.

Bio's on Social Media pages of WYSI shall be amended to reflect the implied consent given at club registration.

7. Sanctions for non compliance

In the instance that a member of WYSI is not in compliance with the provided community guidelines when interacting with an official WYSI social media account, the incident shall be reviewed by the Administrator.

Instances of noncompliance among **athletes** will be reviewed by the Administrator in the first instance and a written warning will be given. Further escalation for serious or second infringements will be referred to the Admin Vice Chair.

Instances of noncompliance among **non-athletes** will be reviewed by the Administrator in the first instance and a written warning will be given. Depending on the seriousness of the incident or repeat occurrence the matter may be escalated to the Board.

8. Related policies

USA Swimming Safe Sport policy on Electronic Communications
USA Swimming Minor Athlete Abuse Prevention Policy